

# Graphic Design Specialist

**Position Summary:** Responsible for translating marketing strategies into innovative, creative design promotions geared towards library patrons of all ages under the supervisor of the Marketing & Communications Manager. The graphic specialist understands key library target audiences and makes strategic use of typographic, photographic, illustrative, and graphic elements to resonate with library patrons and drive desired results. Responsibilities include development of layouts and imagery for use in a variety of creative projects, including brand identity, promotions, and informational and instructional material.

## **Duties and Responsibilities**

1. Executes the visual articulation (style and tone) of brand strategy, initiatives, objectives and goals through best-in-class design solutions including brochures, programs, flyers, postcards, bookmarks, posters, signage, digital signage and more.
2. Executes and applies brand style guide elements, including logo, product branding, typography, packaging, photography and promotional materials, ensuring consistency with brand positioning.
3. Participates in brainstorming sessions with marketing team and relevant library staff to generate conceptual ideas; present creative concepts and share best design practices.
4. Evaluates creative requests to ensure information is understood and actionable prior to executing design work; effectively
5. Prepares final assets according to specific print production guidelines at high levels of accuracy, efficiency and replication
6. Identifies ways to streamline & improve creative processes.
7. Effectively communicates with internal customers with status updates throughout the production process utilizing KPL's internal project request system.
8. Maintains digital archives of all marketing materials.
9. Participates in departmental meetings, library-wide committees, and training opportunities.
10. Performs special projects and other duties as assigned

## **Minimum Qualifications**

- Bachelor's degree in graphic design, marketing or relevant field.
- At least two years successful experience as a graphic designer/specialist working in or with a marketing department.
- High proficiency in Microsoft Word, Excel, Access and Outlook programs with general knowledge of electronic file management
- High proficiency with Adobe Creative Suite products including Photoshop, Illustrator, Lightroom, InDesign, Bridge, Adobe Acrobat and Microsoft Publisher.
- Demonstrated proficiency with Quark and or QuarkXPress.

## **Desirable Qualifications**

- Previous library experience.
- Experience with graphic animation.

## **Essential Professional Competencies**

**Job Specific Knowledge and Skill:** Demonstrates broad, in-depth, and up-to-date knowledge of pertinent fields and awareness of current trends in area of specialty. Acts as a resource to others; freely and willingly shares new trends and technology with others.

- Maintains knowledge of creative marketing trends and best practices.
- Plans, prioritizes and organizes work effectively to produce measureable results.
- Thoroughly proofs all design requests prior to release to the customer.
- Utilizes current content management software to complete job responsibilities.
- Demonstrates proper organization and management of archived materials.
- Demonstrated evidence of strong proofing and editing ability.
- Demonstrated knowledge of print production guidelines

## Graphic Design Specialist

**Salary** \$35,910 - \$53,910 annually. Comprehensive benefits package includes health insurance with employee contribution; fully paid dental, vision, LTD and life insurance; fully paid retirement; vacation, sick leave, and holidays.

**Position Type** Full-time/Regular

Application with cover letter, resume and example of design work are required for consideration. Please see our website [www.kpl.gov/jobs/](http://www.kpl.gov/jobs/) to apply.

**Deadline for applications is Monday, June 20, 2016.**